

# "Hello, Mothers"—

**"THIS is Uncle Sam talking:**

Yes—yes, your boys are all right; doing fine. I'm as proud of them as you are, and I'm trying my best to mother them just as you've always done.

"But I certainly do need your help.

"What's that? John was always so fond of bacon for breakfast—does he have plenty, you say? How's that? You always tucked him in nights or put an extra blanket handy, and you wonder if he has enough cover? Well—well, if that isn't a mother all over, and you've guessed the very first time what I've called you up about.

"They say I'm the best War Daddy of them all, and facts and figures show that my boys are the best fed—the best cared for soldiers in the world—but it's pushing me so hard for ready cash I'm going to ask every one of you mothers to lend me a little money—even twenty-five cents will help.

"You'd laugh if a man worth billions and billions asked you to lend him a quarter, and gave the whole United States as security, wouldn't you? Well, that's just what I am doing, and I'm making it as simple and easy for you as buying a postage stamp.

"I'm issuing Baby Liberty Bonds in the shape of United States Thrift Stamps and War-Savings Stamps. The Thrift Stamps cost 25c each. You buy one or more at a time, just as you like or can afford, and affix them to the Thrift Cards I give you. When the card is full, you

exchange it for a War-Savings Stamp. On War-Savings Stamps I pay you 4% interest. If you can spare it now, it is better to pay \$4.12 and get your War-Savings Stamp right away. \$4.12 is my bargain price. After January 31st, 1918, the War-Savings Stamps will increase in price at the rate of a penny a month, so, as the merchants say, 'buy early.'

"Yes, it's very simple—any man, woman or child can get in on it. It is backed by everything I own. I'm offering you the best inducement to save you've ever had, and the safest investment you could make. So take the money out of baby's bank, where it draws no interest, and don't forget to look in the vase where you put small change. Go to the postoffice or the bank, where they will tell you all about War-Savings. Or if you prefer, drop a card to the postmaster and he will send the War-Savings Stamps to your door C. O. D.

"And remember, mothers, if you haven't the \$4.12 to buy a War-Savings Stamp right away, twenty-five cents starts your account with your Uncle Sam as banker. Just buy a U. S. Thrift Stamp for a quarter, attach it to your Thrift Card, and before you know it the Thrift Card will be filled and you can exchange it with a few cents extra for a War-Savings Stamp. And once you get the saving habit, you'll like it so well you'll never stop.

*What did you say? You'll go right down now and buy a War Savings Stamp? And you'll keep saving and investing right up to the end of the war? All right, thank you and bless you, mothers. Yes, I'll remind the boys to write. Good bye, good bye. Don't worry. With your boys to fight for me and you to save for me, I'm bound to win."*



*This Space Contributed by*

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